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Reynolds to get lean, mean

©1989 Warner Bros. Inc.

Bugs at 50: This gray hare's golden

By Marcy Magiera

Warner Bros., riding high on its licensing program for "Batman," is planning a 50th birthday bash next year for Bugs Bunny that will put the hare's likeness on everything from T-shirts to toothbrushes.

"Bugs is elegant, he's the classic rabbit," said Dan Romanelli, president of worldwide merchandising for Warner and president of Warner's licensing arm, LCA Entertainment. "You can do so much with that creatively."

Warner and its promotional partners could spend more than $100 million on advertising, promotions and publicity for the yearlong celebration, which kicks off with a $300,000 float in the Macy's Thanksgiving Day Parade. That equals what sources say Walt Disney Co. and its partners spent last year on its 60th birthday celebration for Mickey Mouse.

Mr. Romanelli declined to give spending

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By Judann Dagnoli and Gary Levin

R.J. Reynolds Tobacco Co.'s reassignment of two major cigarette brands to other ad agencies is the first in a series of major changes planned for the company.

The tobacco unit of RJR Nabisco last week confirmed it's in the process of a major restructuring, to be completed by November, that will involve layoffs at the Winston-Salem, N.C.-based company.

The layoffs could include as much as 25% of the company's white-collar work force, including some marketing positions, an informed source said.

Reynolds announced July 27 it was pulling the domestic assignment for Camel and Winston from McCann-Erickson Worldwide, New York. Camel has been at the agency since 1983 and Winston since 1985.

Starting Oct. 30, Camel will be handled by Young & Rubicam, which already handles More, Now and Chelsea vanilla-scented cigarettes.

At the same time, RJR is shifting Winston to FCB/Leber Katz Partners, New York, which already handles Salem and Vantage and now becomes the unit's lead cigarette agency.

Long, Haymes & Carr, Winston-Salem, which handles Doral, Magna and special-events advertising, isn't affected by the move.

Analysts and observers say both the restructuring and agency shifts are being generated by the company's new management

"The theory is, if they are selling 3%-to-5% fewer cigarettes, they can cut back on 3% to 5% of the manufacturing force."

team (AA, March 20) in an effort to make Reynolds leaner and better able to compete with market leader Philip Morris Cos.

As part of the plan, company executives are vowing to reduce trade promotional practices and increase ad spending for its cigarette brands with an emphasis on long-term profitability.

This year, ad support behind Camel and

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Burger King sets new ad theme

No. 2 chain tries 'Breaking the rules'

By Scott Hume and Gary Levin

Burger King Corp., which bent the rules by splitting its account between two agencies, is said to have chosen "Breaking the rules" as the theme for its fall campaign.

D'Arcy Masius Benton & Bowles, New York, hired to handle "brand identity" work (AA, May 22), created the theme and much of the campaign's strategic planning, sources said.

But Saatchi & Saatchi Advertising, winner of the "brand retailing" or promotional part of the $215 million account, is producing the advertising, expected to break in September.

The campaign will be heavily focused on product—possibly with extra emphasis on specially priced "double" items like double cheeseburgers or double-portion french fries—rather than on image building, sources said.

"Burger King can't afford to just concentrate on its image in this climate," said a source close to the account. "To keep franchisees happy, it has to come out strong with a sales-building effort."

The new theme replaces former agency N W Ayer's "We do it like you'd do it."

A Burger King spokeswoman said the chain "cannot confirm or deny" reports about the campaign "because of the very competitive nature of this industry."

Both agencies also declined comment.

Soft sales have led to heavy promotional and discounting activity in the $60 billion fast-food market, including McDonald's Corp.'s new "Blast Back With Mac" game (AA, July 24). Most prizes in the "everybody wins" game are discounted cheeseburgers, fries and Big Macs.

Burger King's real per-store sales were down 4.2% in this year's first quarter—a bigger hit than McDonald's or Wendy's International were taking in the same period—reported Prudential-Bache Securities.

Immediately after deciding to split the account, Burger King put D'Arcy under the gun

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LAST MINUTE NEWS

DDB San Francisco loses First Nationwide account

SAN FRANCISCO—First Nationwide Financial Corp. dropped DDB Needham Worldwide and is reviewing its $15 million-to-$20 million account.

Despite DDB Needham's intention to keep the full-service office open, the loss represents about half of its billings here, and layoffs are expected.

The Ford Motor Co.-owned savings institution is looking at existing Ford agencies: Ogilvy & Mather, J. Walter Thompson USA, Young & Rubicam and Wells, Rich, Greene, DDB Needham executives said.

Michele Schott, First Nationwide national advertising manager, would confirm only that the company is considering a number of agencies here and throughout the nation. A decision is expected by the end of October.

DDB Needham has handled the account since 1984, the year before Ford bought the thrift.

Alan Pando, president, DDB Needham West, said he had been expecting the account to shift because DDB Needham handles the Volkswagen of America and Audi of America accounts.

The switch leaves the shop with about $20 million in billings, including those accounts acquired in April when DDB Needham bought D'Arcy Masius Benton & Bowles' office here.

First Nationwide has been running a

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Time Inc. and agencies work overtime to develop new ad synergies with Warner.

The dude didn't show ..... P. 4
Brooks Shoes creates an impromptu TV spot when its star athlete misses the shoot.

New address for Fitzpatrick ..... P. 35
Sean Fitzpatrick leaves Lintas and Chevy behind to join sister agency McCann.

Chrysler hunting for marketing cuts

By Patricia Strnad

DETROIT—Chrysler Corp. is taking a hard look at reducing marketing costs as it strives to cut long-term operating costs by $1 billion within 15 months.

The automaker is considering a centralized media-buying unit at one of its three agencies and is studying different agency compensation systems.

"We're getting input on how we now buy media and whether it should be centralized," said Ben Bidwell, chairman of Chrysler Motors. Chrysler also intends to "look at some media cuts. We'll have to look for agency efficiencies. We're going to look at some of the merchandising support we give in some of the sports programs we're affiliated with."

Chrysler officials last week declined to say how severely ad expenditures would be curbed, saying that details are still being worked out. The company spent $471 million on measured media last year, BAR/LNA Multi-Media Service reported.

The No. 3 domestic automaker said the decision to make cuts was based on the need to stay competitive in the 1990s rather than a knee-jerk reaction to sagging sales.

The program centers primarily on about an 8% reduction in the salaried work force, or 2,300 people. Chrysler officials said no area of spending will be spared, but also said the company's long-range product plan and its warranty and customer satisfaction programs won't be affected.

Mr. Bidwell said Chrysler officials and Laurel Cutler —vice chairwoman of FCB/Leber Katz Partners, New York, who also serves as Chrysler's VP-consumer affairs— have been meeting with Chrysler's three agencies to discuss how Chrysler buys media and where new savings can be found.

B. Bidwell

Currently, each Chrysler agency buys media for the divisions it handles. However, Bozell, Birmingham, Mich., agency for Chrysler corporate and Chrysler-Plymouth, also handles Chrysler print and sports as well as any placements on CBS' "60 Minutes." BBDO Worldwide, Southfield, is Dodge's agency; Campbell-Mithun-Esty, Southfield, handles Jeep/Eagle.

Industry observers say they wouldn't be surprised if Chrysler follows the lead of No. 1 General Motors Corp. GM shuffled its media-buying assignments among its major agencies four years ago and started putting the squeeze on margins for all suppliers, including agencies. Now each GM agency is responsible for buying specific dayparts for all divisions.

"It sounds as though Chrysler is picking up on what GM instituted several years ago," one GM agency executive said. "I'm told that it has produced results for GM. It's probably been the most dramatic in the area of print, where we've had the clout to be able to negotiate off a rate card more and more effectively."

GM also restructured its agency relationships, cutting commission rates from the standard 15% to what industry sources say now average about 12%. Sources said GM's eventual goal is 9% commission on media placement.

Arthur "Bud" Liebler, Chrysler's executive director-corporate communications and marketing services, acknowledged that agency compensations will be studied as part of the cost-cutting procedure, but declined to discuss details.

"We're looking at lots of ways to have our cake and eat it, too," he said. "As for our media buying, we're trying to see if any efficiency can be gained by our having the clout of going in together with up-front buys." □

Study targets slotting

By Laurie Freeman and Judann Dagnoli

The nation's top grocery-retail and manufacturing trade groups are aiming to solve the slotting allowance problem—one of the costliest barriers to new-product introductions.

The Grocery Manufacturers of America and the Food Marketing Institute, along with five other industry groups, are pledging industrywide cooperation for a new study examining current retail trade practices.

Slotting allowances, the fees supermarkets charge package-goods marketers to place new products on store shelves, have become a growing point of contention between marketers and retailers.

Payments to individual retailers of as much as $200,000 are becoming the standard to introduce new, multiproduct lines, industry sources say.

A goal of some food marketers is to set standards for these fees.

The industry study, conducted by Touche, Ross & Co., will cover not only slotting but the nuts and bolts of bringing a product to market and the costs associated with removing the four out of five new-product introductions that fail, sources say.

"If you open your mouth to protest, you're dead in the food business. They [retailers] shut you out."

Preliminary findings could be ready by January.

Other groups funding the study include the National Association of Chain Drug Stores, the National Association of Convenience Stores, the National-American Wholesale Grocers' Association, the National Food Brokers Association and the National Grocers' Association.

"Slotting, because it's gotten a lot of headlines, has diverted everyone's attention away from selling," said Tim Hammonds, senior VP-research and education at the Food Marketing Institute.

The driving force behind the study, Mr. Hammonds said, is the "explosion of new products."

As many as 15,000 new products are brought to market annually, he estimates, a number the trade finds increasingly hard to handle.

But of all the issues, it's slotting that has food marketers most concerned. "It's even worse," an executive at a midsize food company said. "If you open your mouth to protest, you're dead in the food business. They [retailers] shut you out."

The Federal Trade Commission last year conducted a study on slotting allowances and by yearend is expected to propose revising its advertising allowance guidelines to address the issue of slotting.

But the issue is so contentious that even before the GMA-FMI study gets under way, industry insiders are doubtful it will yield a solution to the slotting fee problem.

"It's hard to believe that [the study] will have a legitimate accomplishment," said Spencer Hapoienu, executive director of Sage Worldwide, New York.

Mr. Hapoienu said he doubts any manufacturer would welcome a uniform fee. "If I were a manufacturer, I wouldn't want to be told I had to pay this or do this," he said. "I'd rather take my chances."

What could complicate matters further is that slotting allowance are often disguised as other things, such as failure fees, said Jim Huget Jr., president of NEO Inc., a consultancy.

Mr. Huget thinks the study may be a waste of time. "There are few things that have been standardized in this industry other than UPC codes." □

Saatchi stresses pan-Europe plans

By Dagmar Mussey and Laurel Wentz

Saatchi & Saatchi Advertising, London, is naming client service directors to oversee work for marketers taking a pan-European approach—starting with Procter & Gamble Co.

A major problem holding back agencies servicing pan-European accounts has been the not-invented-here syndrome. That's where agency officials in different markets object to creative strategies and executions being imposed on them.

To avoid that for P&G, Saatchi is naming Werner Goerke, chairman-ceo of Saatchi & Saatchi Advertising, Frankfurt, as its first European director for international client service.

Mr. Goerke will have direct responsibility for P&G's brands across Europe. A new ceo will be named to run the West German agency on a day-to-day basis, but Mr. Goerke keeps his title and role as chairman.

P&G confirmed Mr. Goerke is working for the consumer goods

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Agencies await Time ad bargains

By Patrick Reilly

Ad agencies are already planning to take advantage of opportunities expected to emerge from the combined media properties of Time Inc. and Warner Communications.

Although Time Warner has yet to formulate such a package, executives there acknowledge that creating the much talked about synergies are now a top priority.

"We'll be offering marketing opportunities and price opportunities that span our asset base," said Donald Elliman, exec VP-marketing at Time Inc. Magazine Co. "Whether it's a share-based discount program, like Max-Plan, or something new remains to be seen."

Changes in Time Inc.'s Max-Plan, the company's discount plan for major advertisers, are in store, he said.

For now, though, any requests from advertisers will have to be handled on an ad hoc basis, Mr. Elliman said.

"A formal plan will have to be worked out later," he said. "I don't know exactly what assets would be included in a plan right now."

■ How the Time Warner deal will affect brand building—P. 33

Even so, some agencies are working on media buys that would pull together properties from each unit.

"We are developing some multimedia concepts right now for individual clients," said Michael Drexler, exec VP-director, media programming, at Bozell, New York.

"What we are working on involves both Warner and Time properties," he said. "We think there are opportunities here that offer real benefits for [clients'] specific categories of business."

Industry observers and agency media executives say as a multifaceted international media company, Time Warner will need to rewrite the rules and incentives it lays down for advertisers.

"They have created a new environment for the industry," Mr. Drexler said. "In the beginning, I think it will be very clumsy to deal with. There are so many different business relationships created by all these divisions."

For advertisers, the possible combinations are enticing.

Time Inc.'s top properties include such mass-market consumer magazines as *Time*, *Sports Illustrated* and *People*, along with pay TV services Home Box Office and Cinemax.

Also, Time Inc. owns cable operator American Television & Communications Corp., as well as Time-

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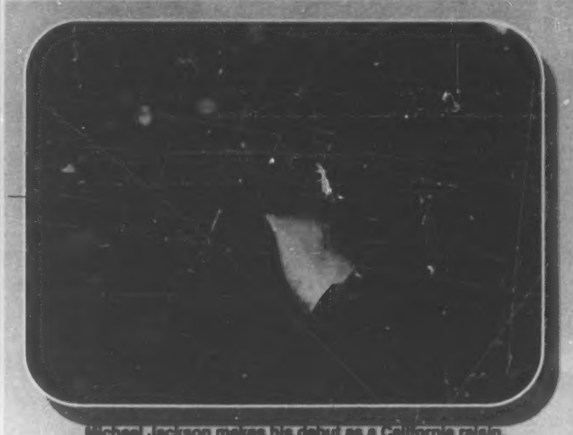


Michael Jackson makes his debut as a California raisin.

M. Jackson stars in $1M raisin spot

By Bradley Johnson

Superstar Michael Jackson, recast in clay animation in the latest California raisins campaign, doesn't come cheap even when he's giving away his talents.

Though Mr. Jackson, a fan of the Claymation raisin ads, volunteered his services to the California Raisin Advisory Board, the spot still ended up costing $1 million—more than double what the board spent on last year's TV commercial featuring Ray Charles.

In part, the spending reflects higher production standards needed for the campaign's movie theater debut.

The 67-second spot broke July 28 in 5,700 movie theaters nationally. The campaign moves to network TV in mid-September with 30- and 60-second versions to run through next spring.

Mr. Jackson worked on the spot's music, story line and choreography. However, he won't be getting any richer off the raisins. His contract with Pepsi-Cola Co. precludes him from getting paid for or singing in other commercials. The voice on the spot's rap version of "Heard It Through the Grapevine" is that of a soundalike, not Mr. Jackson.

The Michael Jackson spot is the seventh in a series of Claymation animated spots the California Raisin Advisory Board began in 1986. Ad budget for the next year remains at $10 million.

Foote, Cone & Belding, San Francisco, is the board's agency; production was handled by Will Vinton Productions, Portland, Ore.

The commercial stars Claymation versions of Mr. Jackson and a sequin-gloved raisin along with a cast of animated raisins.

The Jackson raisin struts on stage "in front of a crowd of fruits and vegetables and other assorted snacks," said Veronica Kludjian, VP-management supervisor at FCB.

In the end, the Claymated Mr. Jackson discovers it all was a fantasy taking place in a fruit bowl.

The spot grew out of a March phone conversation between Mr. Jackson and Mr. Vinton, who produced a Claymation sequence for the singer's "Moonwalker" video last year.

Robert Phinney, raisin board director, said the spot is "beyond 'Bad,'" which he thinks is good. □

Vitamin feeding frenzy

Sesame Street, raisins challenge Flintstones

By Patricia Winters

A brontosaurus of a battle is evolving in the children's multivitamin segment as Big Bird, Cookie Monster and the California raisins go after the Flintstones.

Johnson & Johnson's McNeil Consumer Products Co. unit is rolling out a Sesame Street kids vitamin line named after Children's Television Workshop's popular characters, said Jeanette Neff, Children's Television Workshop's VP-marketing.

The all-natural multivitamins are in the shapes of characters including Big Bird, Cookie Monster, Bert and Ernie, and Grover. The age-specific multivitamin and multivitamin plus mineral Sesame Street products are offered for kids under 4 and for those 4 to 8.

TV spots are scheduled to break in August, but Ms. Neff said the licensing contract doesn't allow the characters to endorse or play a role in the commercials. The vitamins are character-shaped, though, and the box features Big Bird. Cadwell Davis Partners, New York, has the account.

Also this fall, American Health Plus Corp. plans to introduce California raisins chewable vitamins on a market-by-market basis, starting in the East and Midwest.

American Health won the license for the vitamins from Applause Marketing, Woodland Hills, Calif., the offical licenser of the raisins, said Bruce L. Wolff, marketing consultant to American Health.

American Health has distribution in health food stores and is seeking broader distribution in drug chains and supermarkets, Mr. Wolff said.

With a small ad budget and an in-house ad staff, Mr. Wolff said, American Health will use cable TV, newspapers and regional editions of women's magazines to introduce the fruit juice-sweetened, chewable vitamins. The Claymation figures can't be used in ads, but the raisins will appear on the boxes that will be shown in the ads.

The introduction coincides with the September launch of a Saturday morning cartoon show featuring the raisins.

The raisins have great appeal among the 4-to-8-year-olds, American Health's target group. But Mr. Wolff said adults and seniors also love the hip, blues-singing grapes, and the company is considering in-

(Continued on Page 38)

WORLD NEWS ROUNDUP

■ **Amsterdam—Post Telegraph Telephone,** the Netherlands' postal service, split its $10 million account between Ogilvy & Mather (Nederland) for business matters and FHV/BBDO, Amstelveen, for the consumer side. PMSvW/Young & Rubicam handled both previously.

■ **Toronto—Subaru Auto Canada,** in moving here from Vancouver, is looking for a Toronto-based agency for its $8.4 million account. That agency would replace Baird Advertising, Vancouver. Seven agencies are pitching.

■ **London—Mazda (U.K.)** moved its $7.5 million account to FCO from Gold Greenlees Trott. Wood Burden Smith & Bergin and Deighton & Mullen also pitched.

■ **Frankfurt—Nike** is increasing its West German ad budget 50% to $4.5 million. Also, Nike spends $2.5 million for sales promotion, sports sponsorship and point of purchase. Grey Duesseldorf handles.

■ **Sydney—Australian Consolidated Press,** owned by media mogul Kerry Packer, and French publishing group Hachette are forming a joint venture to launch an Australian edition of *Elle* next January. Circulation of 100,000 is planned.

Promotion plans sprout

By Janet Meyers

WASHINGTON—Soybean, mushroom, pecan and lime producers are asking Congress to approve more than $40 million for new generic promotions patterned after the dairy industry's highly successful effort.

The federal government already oversees some $300 million in budgets for various commodity boards promoting their goods. About half the budgets are spent on advertising.

Bills would convert the voluntary cotton, potatoes and honey programs into programs with mandatory producer assessments. The proposed new programs for soybeans, mushrooms, pecans and limes also would be mandatory.

This beehive of activity comes after the success that dairy and other commodity groups had after launching their own generic ad campaigns.

The National Dairy Promotion & Research Board has enjoyed a 5% per capita increase in consumption since its annual $63 million ad campaign began five years ago.

"We're creating a climate where all these producers feel compelled to promote," said Perry Letson, a marketing specialist with the U.S. Department of Agriculture.

The largest single ad budget increase under consideration would go to Cotton Inc., the marketing arm of the cotton industry, which would realize about $20 million more.

Cotton Inc. now spends about $10 million a year—nearly half its operating budget—on advertising, via Ogilvy & Mather, New York.

"The vast majority of the money would go to advertising and promotion," said J. Nicholas Hahn, Cotton Inc. president-ceo. "Our basic budget hasn't changed since the mid-'70s. That means we have been slipping backwards."

The increase comes as cotton in 1988 claimed a 49% share of the apparel and home furnishings market (excluding carpet). In 1976, cotton hit a low share of 31%.

The Potato Board, which says per capita consumption has been stable this decade, hopes to collect another $1.5 million from mandatory assessments on domestic producers and importers. About $1 million would go directly into advertising, said Bob Mercer, president of the Potato Board, which spends $3 million via Ketchum Advertising, San Francisco.

The move to mandatory assessments would increase honey pro-

(Continued on Page 38)

Low prices, but high ad recall

Sears' ad blitz pushes retailer into top 10 list

By Scott Hume

Sears, Roebuck & Co. is finally getting its money's worth and a whole lot more from its new strategy.

On March 1, the nation's largest retailer launched a monthlong TV, radio and print ad blitz, renouncing its past reliance on periodic sales in favor of what it calls "everyday low prices" (AA, Feb. 27). But at the time, it wasn't enough to make the retailer's advertising among the best recalled.

In months since that initial blitz, Sears has kept its advertising "voice" loud with a heavy rotation of TV and radio commercials touting not only its low prices but the expanded availability of brand name merchandise in its mainline Sears stores and Brand Central electronics outlets.

Reconfirming the value of brand names, Sears' pitch has taken hold in many consumers' minds.

Sears' advertising was among the 10 best-recalled for June, according to *Advertising Age's* exclusive adWatch survey, conducted monthly by the Gallup Organization.

Sears tied for seventh on the list of advertisers that came to mind first for last month's sample. That tied it with ads for two of the best-known brands in the U.S.: McDonald's Corp. restaurants and Procter & Gamble Co.'s Tide laundry detergent.

The demographics of Sears' recall are the kind a mass merchandiser looks for: a good balance between men and women (60% of those who named Sears first were female) and among age groups (40%, the largest single group, were ages 35 to 44).

Pepsi-Cola's "A generation ahead" campaign was the best-recalled advertising during June, its fourth consecutive month on top.

But the generation behind seems to remember brand Coca-Cola's advertising better. Among respondents ages 18 to 24, Pepsi ranked behind Coca-Cola in recall (though Coca-Cola finished No. 2 overall). What helped Pepsi keep the top spot was its stronger showing among people ages 25 to 34.

AdWatch is a joint project of *Ad Age* and Gallup. Awareness is measured by asking a nationally projectable sample to name the first advertising that comes to mind from all seen, heard or read in the previous 30 days. Last month, 1,000 adults were polled randomly by phone. The margin of error is plus or minus 3.1%.

In other significant changes in the June survey:

■ Earlier this summer, IBM Corp. launched a new campaign for its PS/2 personal computers themed "How're you going to do it? PS/2 it!" (AA, July 3). That comes as aided recall of IBM's ads is lower than it has been in more than a year.

When respondents were asked which **computer** advertising came to mind first, IBM was named by 20.3% last month, down from 23.1%.

Apple Computer was named first by 32.9% in June, up 3.9 points. Radio Shack was third with 1.6% of first mentions, down from 2.5%.

■ In the **fast-food** category, Wendy's International hung on to the No. 2 spot but lost some of the dramatic gain it had made in the previous two months. In June, its advertising featuring founder R. David Thomas came to mind first for 11.4% of the sample, down 2.8 points.

McDonald's share of first mentions was up 2.2 points to 48.6%, keeping it quite comfortably in first place. Burger King Corp. again was third with 10%, down 1.7 points.

■ Frank Bartles and Ed Jaymes are back and still popular. Two years ago, the fictitious spokesmen for E&J Gallo Winery's Bartles & Jaymes wine cooler captured as much as 16% of first mentions and the top spot in the **wine and coolers** category.

The cyclical nature of that industry and some uneven creative since Hal Riney & Partners, San Francisco, dropped the account have eroded awareness of the brand's ads. In April, the brand captured only 3.4% of first mentions.

This summer, Gallo has launched new commercials featuring the duo, and the brand's recall is rising. In May it jumped 5 points to an 8.4% share; last month it rose another 3.8 points to 12.2% of first mentions.

That put it in second place behind Gallo's varietal wines, which garnered 14.3%, down 3.8 points. □

For more information, contact the Gallup Organization, 301 S. 6th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

AdWatch survey of advertising awareness top 10 in June

Last month, 1,000 people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertisement first comes to mind? Source: Gallup Organization, Lincoln, Neb.

Rank 6/89	5/89	Advertiser	Agency
1	1	Pepsi-Cola	BBDO Worldwide
2	4	Coca-Cola	McCann-Erickson Worldwide
3	3	Ford	J. Walter Thompson USA
4	6	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/DDB Needham Worldwide
5	7	Miller	Backer Spielvogel Bates/Leo Burnett USA
6	2	Chevrolet	Lintas:Campbell-Ewald
7*	—	Sears, Roebuck & Co.	Ogilvy & Mather
7*	5	McDonald's	Leo Burnett USA
7*	8*	Tide	Saatchi & Saatchi Advertising
10	8*	Toyota	Saatchi & Saatchi DFS

*Indicates tie.

'Sun-Times' jabs 'Trib'

By Ira Teinowitz

The *Chicago Sun-Times* hopes to use its suburban newspaper clout to win Chicago area advertising from the dominant *Chicago Tribune*.

In a move likely to be closely watched in the newspaper industry, Sun-Times Co. plans to jointly sell ads in the daily *Sun-Times* and its 61 suburban papers (AA, July 24).

With the move, the company hopes to capitalize on its January purchase of the suburban Pioneer Press papers from Field Corp.

Advertisers that run the same national, retail or classified ad in the 554,670 circulation *Sun-Times*, the 185,891 circulation Pioneer Press papers and the 89,992 circulation Star Publications will get one bill and qualify for discounts of as much as 46%.

The ads don't have to run on the same day but do have to run within a week to qualify for the discount. The tabloid Pioneer Press papers are published Wednesdays or Thursdays and the broadsheet Star Publications on Thursdays and Sundays.

The *Sun-Times* will try to sell the network package both locally and nationally, and has already begun a print and radio campaign to push the package. Foote, Cone & Belding's Impact promotion unit handles.

Mark Dacey, *Sun-Times* senior VP-advertising, said the paper may offer zones and partial purchases as the program develops. A rate card for free standing inserts is being developed.

The tabloid *Sun-Times*, on its own, ranks second behind the *Tribune* in overall circulation in Chicago. The Audit Bureau of Circulations reported the *Sun-Times* had an average daily circulation of 554,670 for the six months ended March 31, compared with the *Tribune's* 740,154.

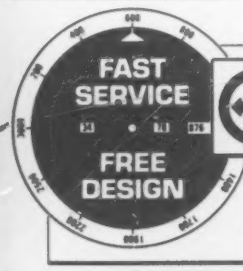
However, the *Sun-Times* contends the ad network will have a circulation of 758,942.

Advertisers had mixed reaction to the program, with most saying they will have to see how it applies to their particular needs.

"It's clearly a great move for them," said William Motsinger, director of advertising for Montgomery Ward & Co. But he wouldn't say whether the move would increase Ward's advertising with the paper.

Neil Wilson, a media planner at N W Ayer on the Citicorp Savings account, said the plan could alter CitiCorp's advertising because Citicorp runs identical advertising in city and suburban papers. However, he said the decision will depend on the overall cost.

John Novak, associate media director at Ayer, said the plan may give the *Sun-Times* "a lot more flexibility" but he doubted advertisers would replace their *Tribune* buys. □



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AD REVIEW

New Aetna ads claim diligence but only insure viewer yawns

(Rating: ★ ★ ½)

Garfield

WARNING: The following analysis of the new Aetna campaign is probably wrong.

It's probably wrong because clearly your reviewer is ill-equipped to evaluate insurance advertising—a fact made apparent elsewhere in these pages last week. The evidence was a quotation from a marketing consultant, who referred to the "Peanuts" campaign from Metropolitan Life Insurance Co. as "one of the great advertising success stories of the decade."

Good grief, Charlie Brown, could that be possible?

With all due respect to Lucy, Woodstock and a certain highly regarded anthropomorphic beagle, the effectiveness of that campaign defies all reason. Sure, the cartoonishness is somewhat refreshing amid the stark reality inherent in the insurance trade. And, true, Charles Schulz's beloved characters do lend a humanizing quality to the money-machine colossus.

Risk management may have been an arcane enterprise for Aetna to focus on, but the process of making it more accessible to the viewer undermines the premise.

But if a Big Advertising Idea consists of buying borrowed interest from a comic strip—a strip that itself ceased being interesting 15 years ago—that raises disturbing questions:

1. If consumers respond to patently ordinary advertising, is the advertising really ordinary? 2. If not, does ingenuity become anathema and mediocrity a goal? 3. *Is advertising criticism therefore a pointless exercise, slightly amusing but basically unnecessary, sort of journalistic Gymboree?* Answers below.

While you're wringing your hands over those posers, you might consider one question further: If Met Life can prosper from an idea that isn't worth peanuts, what does one make of a campaign that's well-conceived, strategically sound and reasonably diverting—yet not particularly impressive overall?

This would describe the new Aetna Life & Casualty advertising, the tagline of which speaks volumes: "We give new meaning to the word diligent."

That the theme is somehow both lackluster and overstated is only part of the problem. The real problem is the rhythm of it. If ever a slogan failed to roll off the tongue, this is it. Ditto for the commercials themselves, which are full of promise but oddly out of sync.

In one spot, a new check-printing machine arrives at Aetna, shrouded in plastic and mystery. In another, strangely equipped Aetna air sample collectors skitter around corporate policyholder offices trying to detect environmental hazards. And, in a third, Aetna arson investigator John Barracato purchases 10 used cars . . . for the purpose of pyromania.

That commercial is the best of the lot, yet still unsatisfying. Here's a spot that has all the elements—humor, surprise, strategic smarts, exploding Plymouths—and yet still comes off as flat and listless.

You can't fault Ammirati & Puris, New York, on concept. The agency, which has done uniformly brilliant work lately for such clients as United Parcel Service of America, BMW of North America and Club Med, looked at the insurance-ad landscape and saw a good opportunity.

Because insurance is basically a commodity, advertising has historically hinged on intangible benefits such as Rock of Gibraltar stability, firemanlike attention, umbrella coverage and neighborly agents. To a public that regards insurers as conniving, avaricious, bureaucratic, heartless harborers of suspicion and bad faith, those appeals can sound like meaningless puffery.

Ammirati saw a chance to portray concrete ways in which Aetna works painstakingly to reduce premiums and serve customers. (Did I say "painstakingly"? I meant *diligently*.) Hence the notion of collecting office air samples. Aetna doesn't pretend to care deeply about airborne carcinogens—except to the extent that insured employees begin keeling over, which results in an unsatisfactory outlay of benefits, which drives up premiums, which Aetna does care deeply about.

The free market at work! And what a marvelous, unusually candid principle for an insurance carrier to communicate. The puzzling thing is the choice to communicate these thoughts whimsically.

Maybe the concept of risk management seemed too arcane, so that it had to be spiced up with humor. Or maybe the real-life action was too unfocused to film, while, say, a shuffling cadre of bow-tied nerds wielding space age vacuum cleaners made air sample collection instantly understandable. Or maybe the light touch was deemed to better humanize the company, without having to sign up Mary Worth or the Flintstones.

But the upshot is it doesn't quite click. The whimsy isn't whimsical enough to be funny; it's all too dark, awkwardly written and poorly timed. Also out of place. The diligence claim, weak as it is, is undermined further by a campaign that doesn't seem to take itself very seriously.

Humanizing the business of cold hard numbers is one thing. Trivializing it is quite another.

(Answers from above: 1. Perhaps not, but it's best not to dwell on it. 2. Let's hope not. 3. *Of course not. Enough of that foolish talk.*) □

The rating system uses four stars to represent excellent, three for notable, two for mediocre and one for pathetic.

Pizza Hut stops ABC promo deal

By Marcy Magiera

ABC-TV, which last month scrambled to announce a cross-promotion with PepsiCo's Pizza Hut, now finds itself the only Big 3 network without a promotional partner to hype the fall "premiere week."

It became apparent last week the ABC/Pizza Hut deal wouldn't go through. In fact, Pizza Hut denies it ever had an agreement with ABC.

Roger Rydell, Pizza Hut director of public affairs, said ABC VP-Marketing Mark Zakarin last month announced the cross-promotion to the network affiliates prematurely.

At that time, "it was still an open book," Mr. Rydell said.

"Nobody had given it the kabosh. . . . but the idea never got to the point that it was thought of as a viable program for us," he said.

Mr. Zakarin disagreed. "I have a signed agreement with a company that represented itself as agent of Pizza Hut," he said.

"It was a situation where a promotion company was representing itself as having authority, and apparently they did until Pizza Hut got wind of it in the newspapers. Then they tried to change the rules at halftime," he said.

Mr. Zakarin said he believed Riverside Marketing Group, the company that put the promotion together, was authorized to work on regional promotions for Pizza Hut.

Riverside President Eric Douglas failed to return repeated phone calls.

The development could put the No. 2 network at a further disadvantage. ABC has already failed to line up a major cross-promotion with a retailer in time for the fall season. NBC and CBS will promote their fall seasons with $15 million-to-$20 million cross-promotions with Sears, Roebuck & Co. and K mart Corp., respectively.

M. Zakarin

But observers note the networks' retail promotions could backfire and end up driving viewers away.

"No one really knows if these things will mean anything," Mr. Zakarin said. "It all depends on the execution. . . . If it's irritating, pandering and condescending, it won't work."

ABC continues to talk to potential promotional partners, including "the five or six major retailers in the country," about cross-promotions later this year.

Sources say McDonald's Corp. is still talking to ABC, as well as the other networks, about a possible cross-promotion. □

Vitamins

(Continued from Page 3)

troducing separate lines specifically for adults.

The new characters are the first major cartoon competition in years for Miles Inc., marketer of the Flintstones vitamins.

Miles introduced Flintstones in 1968 and last year led the children's multivitamin segment with a 26% share of unit sales in food and drug outlets for the year ended Feb. 28, industry audits show. Miles' other cartoon character vitamin, Bugs Bunny, with a 10% share, ranked second in unit sales.

The company, which claims it was the first in 1960 to market a chewable children's vitamin, supports Flintstones with more than $13 million a year and spends about $1 million for Bugs Bunny sugar-free vitamins. Tatham-Laird & Kudner, Chicago, handles both brands.

No. 3 Sunkist Vitamins for Kids, marketed by Ciba Consumer Pharmaceuticals, broke spot and network TV commercials in April themed "Great vitamins plus a great fruit taste only from Sunkist" via Ketchum Advertising, New York.

Other companies in the market include American Cyanamid Co.'s Centrum Jr.; Bristol-Myers Co.'s Vi-Sol line; Squibb Corp.'s Theragran Jr.; and Scooby-Doo, marketed by Vitafresh.

In 1988, the kids multivitamin market grew 11% in manufacturers' sales to $163 million, according to Kline & Co. In comparison, the total $1.75 billion vitamin market grew 6% in manufacturers' sales, Kline said.

"The market has been flat, falling and slow since the late 1970s when people were into natural foods and megadoses of vitamins," said Jim Callandrillo, project manager at Kline. "It's doing a bit better. . . . and we're hearing a lot about an uptick in the birthrate."

Analysts are a bit mystified by the new competition. Mr. Callandrillo said the market is small and "highly segmented, with a lot of private label."

But American Health's Mr. Wolff interprets market growth to "a wave of nutrition-consciousness in America." He noted that 75% of all adults who take vitamins give vitamins to their children. □

Laurie Freeman in Washington contributed to this story.

Promotion

(Continued from Page 3)

ducers' operating budget about $1 million to a total of more than $3 million.

Soybeans, which dominate the U.S. oil market, would be the subject of the largest new ad program. The proposed legislation would raise $60 million for an operating budget, $15 million of which would be used to advertise a soybean "trademark" (AA, April 10).

Another new generic advertiser could be mushroom growers, who'd have up to $10 million to spend on promotion and research programs if their legislation is passed. About $4 million would go for advertising.

But Campbell Soup Co.'s Camsco Produce Co., a top producer of fresh mushrooms, opposes the bill, arguing instead for branded ads.

Separately, a mushroom industry group now spends about $400,000 a year on tie-in promotions via Ketchum Public Relations, San Francisco. Industry representatives are unsure whether their efforts will include consumer ads.

Pecan farmers have increased their sales in recent years but still lag behind almonds and walnuts, both of which have aggressive marketing campaigns.

Federated Pecan Growers of the U.S. President Fred Beshears said the marketing group would spend about $1 million of its estimated $5 million operating budget on advertising.

The lime growers' legislation would raise more than $2 million annually, with about half going for ads. The industry's board would conduct research before hiring an agency, said Jerry Hill, counsel to the lime producers. □

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